

## **Career and Technical Education (CTE) Awareness Initiative Narrative**

### **A. Statement of Regional Need (30 Points)**

#### **1. Which primary employment sectors and associated pathways will be the focus of the project? Why?**

The Region 3 Works Council will focus all of its CTE Awareness grant resources on career pathways in advanced manufacturing. Career pathways that will be the focus of these awareness efforts include certified and advanced welding, certified CNC machining, industrial maintenance, CAD/design, and general advanced manufacturing. The logic of selecting pathways within the advanced manufacturing sector is based on the following insights:

- Northeast Indiana has bucked national trends and created jobs in manufacturing in every single year between 2009 and 2013. In fact, manufacturing employment expanded by 16% over that time frame (adding 9,819 jobs). Today, manufacturers in the region employ approximately one in every six workers.
- On average, jobs in manufacturing pay \$48,169, nearly \$12,000 more than the region's overall average annual wage. With bonuses, retirement plans, and other benefits, average annual earnings reach \$60,721 for workers in this sector.
- With the manufacturing sector's high job multiplier, there is a strong link between regional increases in manufacturing and other sector jobs that follow the return of manufacturing jobs. While certainly not all new jobs in the region can be traced to a new manufacturing job, data confirms that there are no other sectors leading the way.
- There are 21 subsectors in the manufacturing sector. Since the end of the recession, manufacturing in Northeast Indiana looks like a completely new entity with positive growth in all but three of the 21 subsectors. Based on 2012 data, it is estimated that 56.4 percent of the region's manufacturing jobs are in advanced manufacturing subsectors.
- The average age of workers in the manufacturing sector is higher than the regional average and growing. As examples, in Northeast Indiana the average age of industrial machinery mechanics is 46.6 while the average age of machinists is 45.5. Advanced manufacturing employers throughout the region are increasingly concerned about the aging of their skilled workforce and the need to develop young talent.
- Due to the high concentration of jobs in the region, advanced manufacturing is one of the six industry clusters targeted by economic developers throughout Northeast Indiana. Targeting this sector would ensure that grant activities are appropriately aligned with regional economic development efforts.

#### **2. After conducting an informal environmental scan of activities related to the project, what gaps exist in the region that this project will fill?**

The Region 3 Works Council completed an environmental scan with the assistance of the regional EWIN team. While many gaps have been identified for which a solution is needed, this scan has identified two specific gaps that can be addressed with resources available through this CTE Awareness initiative. These two gap areas:

- While there are many CTE programs that engage in promotional activities, the Works Council understands that not a single CTE program in the region has adequate resources to engage in truly effective, region-wide outreach and marketing activities. Rather, CTE programs have relied on specific individuals to get out and "spread the word" about CTE programs and opportunities, including those that lead to good-paying positions in an advanced manufacturing pathway. So while there are

individual CTE program efforts that seek to promote CTE opportunities, the region lacks a comprehensive integrated approach to marketing that is needed.

- As noted in the regional CTE evaluation submitted in November, there is a clear need to “provide staff development for guidance counselors about CTE programs/pathways.” This statement was based on the comprehensive evaluation of regional CTE activities completed by the Works Council and reflected the near universal agreement from all CTE programs and partners in the region that counselors – middle school and high school – needed this kind of support. The Works Council has learned that counselors in the region have limited information – particularly printed information – to share with students/parents about CTE opportunities other than basic information about class schedules. Moreover, many counselors do not have direct knowledge about CTE programs and the career opportunities these programs can produce for students.

## **B. Project Description, Performance Measures, Evaluation, Sustainability (60 Points)**

### **1. What initiative(s) does the Works Council plan to undertake to increase CTE Awareness throughout the region and in local communities?**

The Works Council intends to carry out a comprehensive, integrated series of strategies that will help galvanize northeast Indiana around CTE programs, particularly those related to advanced manufacturing career pathways.

**Initiative #1 Promotion of CTE Opportunities:** The Region 3 Works Council, the regional EWIN team and every CTE district in the region believes there is a considerable need to promote CTE programming to a number of specific audiences, including middle school students, high school students, parents, middle and high school counselors, employers and a wide range of community constituencies. Given this need, the Works Council will commit a significant portion of available grant resources to the development of a regional campaign to promote CTE.

This campaign would include the use of video, web, TV, print, social media and other media options to promote CTE opportunities in the region. More specifically, the campaign would feature the development of written materials about CTE opportunities (focusing on career pathways in advanced manufacturing) that could be handed out by middle and high school counselors, among others, as well as a video about CTE opportunities that could be featured in numerous places, including YouTube, Facebook, classrooms and multiple websites across the region. This video would differ from other entities’ efforts in that it would be local, focus heavily on employer encouragement, and would connect CTE learning with job opportunities in the region. Northeast Indiana Works, as the fiscal agent for this project, is committed to leveraging extensive, targeted, free media attention in support of this campaign – media attention that is already in the works. Moreover, all five CTE districts in the region have committed to making full use of video/print materials created at events and activities that are already scheduled (back-to-school nights, parent-teacher meetings, and other similar events). As a result of this campaign, for the first time ever, there will be a truly regional campaign to promote CTE opportunities. And because the campaign will be regional – and not a collection of independent efforts – it will be significantly more cost effective.

**Initiative #2 Career Counseling:** Within the region, there is also a strong need to support middle and high school counselors with greater knowledge about CTE opportunities and the importance of promoting those opportunities. Specific strategies include summer counselor boot camps to promote awareness of specific CTE career pathways, counselor externships with appropriate industry sectors, and formal counselor training on

CTE career pathways, dual-credit opportunities, specific industry-recognized certifications and postsecondary training/advanced training opportunities.

A regional approach to this professional development activity is being pursued to ensure consistency in messaging to guidance counselors and to avoid duplication of efforts by multiple CTE programs in the region.

**2. What are the primary outcomes that this project aims to achieve?**

The Region 3 Works Council envisions two primary outcomes from the two CTE awareness projects that have been proposed:

- An increase in requests from students and parents to learn more about CTE programs and opportunities across the region;
- A corresponding increase in enrollments in CTE programs across the region, particularly those offering pathways in advanced manufacturing.

**3. What partners are collaborating to address this need, and what will be their role? These partners may include high schools, CTE centers, postsecondary providers, employers, and community-based organizations. What are the responsibilities of each partner?**

Many organizations have already committed to supporting this regional outreach/marketing campaign. Specific partners and their roles in support of this project will be:

Five CTE Districts: The CTE districts in Region 3 (Impact Institute, FWCS/Anthis Career Center, Area 18, Heartland Career Center and Marion Community Schools/Tucker Vocational Center) have committed to work on the team that develops/deployes the identified materials, engage directly with middle and high school counselors, and engage with middle and high school students/parents using the materials that are developed.

Region 3 Workforce Board: The regional workforce board, Northeast Indiana Works, will serve as fiscal agent for the project, participate on the team developing and deploying identified materials, assist with counselor training activities, lead media engagement efforts, and work with employers to specifically engage them in both projects described in this grant application. Some of this work has already begun.

Regional and County Economic Development Organizations: Through the Northeast Indiana Regional Partnership (the regional economic development organization) and the regional council of local economic development organizations (representing each county in the region), a strong commitment has been made to support both projects identified in this grant application. This will include specific support in promoting CTE opportunities to employers in the region and assistance with counselor training efforts.

Post-Secondary Organizations: Both Ivy Tech Community College - Northeast and Indiana University-Purdue University Fort Wayne (IPFW) have been active partners in all Works Council activities. Both of these organizations have committed to assisting with counselor training efforts and in promoting CTE opportunities when they have the opportunity to engage directly with middle and high school students/parents.

Employers: Northeast Indiana Works, multiple local economic development organizations and several CTE districts have already begun talking with employer groups and soliciting their partnership in this effort. This includes the Adams-Wells Manufacturing Alliance, the CEO Roundtable in Fort Wayne and several other similar organizations. It has become clear through these conversations that employers in Northeast Indiana will

support the project by assisting with student/parent outreach efforts, including hosting events to promote CTE opportunities associated with advanced manufacturing pathways.

Region 3 EWIN Team: The EWIN team in Region 3 has been an active partner of the Works Council and has committed to taking a lead role on both projects to ensure their timely rollout and success. The EWIN team will provide significant week-to-week leadership.

Region 8 Education Service Center: The regional education cooperative supports more than 40 school systems across 15 counties and has committed to playing a strong, supportive role on this project. Specific roles include assistance in promoting CTE opportunities and pathways at in-service events, assistance with development and rollout of counselor development activities, and assistance in getting support from superintendents and principals for CTE awareness efforts.

#### 4. Please describe the grant proposal timeline.

Grant Activity	Time Frame
Funding becomes available	May 2014
Identify regional marketing firm to assist with material development and video production (regional interactive media CTE programs will also play a role)	June 2014
Develop materials to be used to promote/market CTE programs in the region, with a focus on advanced manufacturing pathways	June 2014-October 2014
Develop counselor training program (externships, boot camps, in-service materials)	June 2014-October 2014
Launch use of outreach/marketing materials developed through this project	December 2014 through the end of the project
Conduct counselor training sessions	November 2014 through January 2015 (to ensure completion before student scheduling begins in February/March)

#### 5. Please describe major deliverables.

The Region 3 Works Council is committed to several deliverables through the two projects that have been described. These deliverables will include:

- A 5-7-minute video, featuring local manufacturers and postsecondary institutions, will be developed and deployed through a wide range of outlets (YouTube, Facebook, websites, classrooms and a significant number of middle and high school events);
- Written materials will be developed and shared with counselors in every school system in the region to promote CTE opportunities, specifically those associated with advanced manufacturing pathways;
- An estimated 75 percent of middle and high-school counselors will participate in at least one activity (externship, boot camp or in-service session) where specific insight into CTE programming and opportunities will be reviewed; and,
- Employers, through exposure to materials, will become more engaged in promoting CTE opportunities as a means of ensuring the development of a talent pipeline from the high school/CTE environment.

**6. What outcome based measures will the grantee utilize to evaluate how well grant outcomes and objectives were achieved?**

To ensure the success of integrated marketing and counseling training activities, the Region 3 Works Council will use several metric-driven measures to assess how well grant objectives are achieved, including:

- A projected 10-percent increase in CTE enrollment in the first year following project implementation, with specific head-count measures for the targeted programs featuring advanced manufacturing career pathways;
- A hit-count goal will be established for every internet and social media effort launched to promote CTE opportunities in the region;
- Print materials will be deployed and featured in every middle and high school in the region;
- At least one counselor training activity will be offered to every middle and high school counselor in the region;
- Every school system in the region, with the support of workforce and economic development, will hold at least two events where CTE programs in advanced manufacturing are featured; and,
- The region will engage at least 100 employers in direct efforts to promote and increase awareness about CTE programs and associated career pathways. Nearly 100 have already agreed to assist.

**7. What additional plans does the Works Council have for ensuring a substantive evaluation and sustainability plan?**

The Works Council will ask the EWIN team to complete and submit a quarterly evaluation of project activities to the Works Council. If the project is off track, the Works Council will work to develop new plans and timelines that will ensure project completion by the identified dates. To achieve sustainability, the Works Council will ensure that all materials developed through grant activities are reproducible. This means that all materials will be developed in a template format, which will allow CTE districts to update and reprint the materials as needed. Additionally, the Works Council has commitments from its workforce and economic development partners to continue counselor training and development efforts after the first year. This will include the ongoing creation of counselor externship opportunities with regional employers, ongoing development of boot camp activities, and an annual in-service session with counselors to review key labor market employment trends and certification/skill needs of regional employers.

**C. Budget Narrative (10 points)**

**CTE Awareness Activities**

Development of a video and distribution of video to partners in multiple formats	\$20,000
Development of print material promoting CTE opportunities in advanced manufacturing	\$10,000
Printing cost for print materials (30,000 copies)	\$6,000
Development of information/materials for social media campaign	\$12,000

**Counselor Development Activities**

5 in service sessions with middle and high school counselors	\$5,000
Boot camp for counselors focusing on advanced manufacturing pathways	\$6,700
Externships in industry for counselors	\$4,000

**Other Cost**

Audit/grant administrative expenses	\$1,300
-------------------------------------	---------

\*The projected costs of CTE Awareness Activities are based on expenses for similar projects and estimates provided by vendors.